

WHAT IS CLAIMED IS:

1 1. A method for determining the price of a product or service
2 under consideration by a purchaser from a vendor, the method comprising the steps
3 of:
4 providing a device that includes customer identification indicia and
5 a bar code scanner, and connects wirelessly to a database;
6 using the device to scan a bar code on a selected product or
7 description of a service;
8 transmitting the bar code and customer identification indicia to the
9 database;
10 sending an opening signal to the device from the database, the signal
11 being representative of discounts offered;
12 monitoring the device to learn what discounts are available on the
13 selected and/or competing products, the discounts appearing through display means
14 associated with the device;
15 presenting customer identification indicia at a checkout location;
16 communicating a closing signal between the checkout location and the
17 database, the closing signal being provided to a module that computes a discount to
18 all applicable purchases;
19 determining a reimbursement amount to be paid by the manufacturer
20 to the vendor in proportion to the discounts applied by the vendor to the customer;
21 and
22 updating the database with information about the customer's most
23 recent purchases.

1 2. The method of claim 1 wherein the database includes customer
2 data files, each having records that define a shopping history of one or more
3 customers.

1 3. The method of claim 1 further including providing a database
2 means that is in wireless connectivity with the device, the database means including

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3 records of shopping history detailed by product category corresponding to a scanned
4 item, and discount offered being tailored to an individual user.

1 4. A method of using a personal pricing device to generate
2 revenues to a manufacturer and a vendor, the method comprising the steps of:
3 providing a device to a user, the device including indicia that reflect
4 discounts available;
5 paying a subscription by the manufacturer to the vendor for access
6 to data and participation in a personal pricing system; and
7 paying the vendor a share of commissions based on sales made.

1 5. The method of claim 4 further comprising the steps of:
2 paying advertising revenue to the vendor, the revenues being effective
3 to purchase advertising media that are communicated through a personal pricing
4 device to a user.

1 6. A hand-held personal pricing device, comprising:
2 a grip portion and a head portion;
3 means for scanning product indicia, the means for scanning being
4 located in the head portion, whereby a user may scan the bar code of products;
5 means for display, also associated with the head portion, the means
6 for display enabling the user to discern the bar codes; and
7 one or more function keys associated with the grip portion.

1 7. The device of claim 6 wherein the means for display includes:
2 means for displaying bar codes; and
3 means for displaying information about a product, and the discount
4 offers available.

1 8. The device of claim 6 wherein the one or more function keys
2 are selected from the group consisting of an activation button, a product selection
3 button, a recall button, and a clear button.

- 1 9. The device of claim 6 further including a thumb-controlled
- 2 means for scrolling associated with the head portion, which allows the user to scroll
- 3 through a list of available discounts on competing products.